TAPSCAN WEB MEAN & MEDIAN REPORT

Select Research

Select the Mean and Median report under the Qualitative Reports section.

Click “Generate Report”

Click on “Qual Category” to select the “WHO” you want to see (market, client or station).

Scroll through each column left to right and highlight the Category, Question, and Answer you want or use the Search field. Once you find your selection, click “Add Selections” in the WHO box. Click “OK”.

Mean and Median report is used to show the mean and median statistical characteristics of a targeted group of people for specific categories reported in Scarborough data.

- **Mean** values are the average answer values from respondents within the selected qualitative target, geography area, and demographic.
- **Median** represents the midpoint answer value from respondents within the selected qualitative target, geography area, and demographic. Median differs from mean; Median provides a measure of central tendency not skewed by extreme responses at either end of the spectrum.

To Read: The mean household income is $81,581. The mean household income is $52,207.